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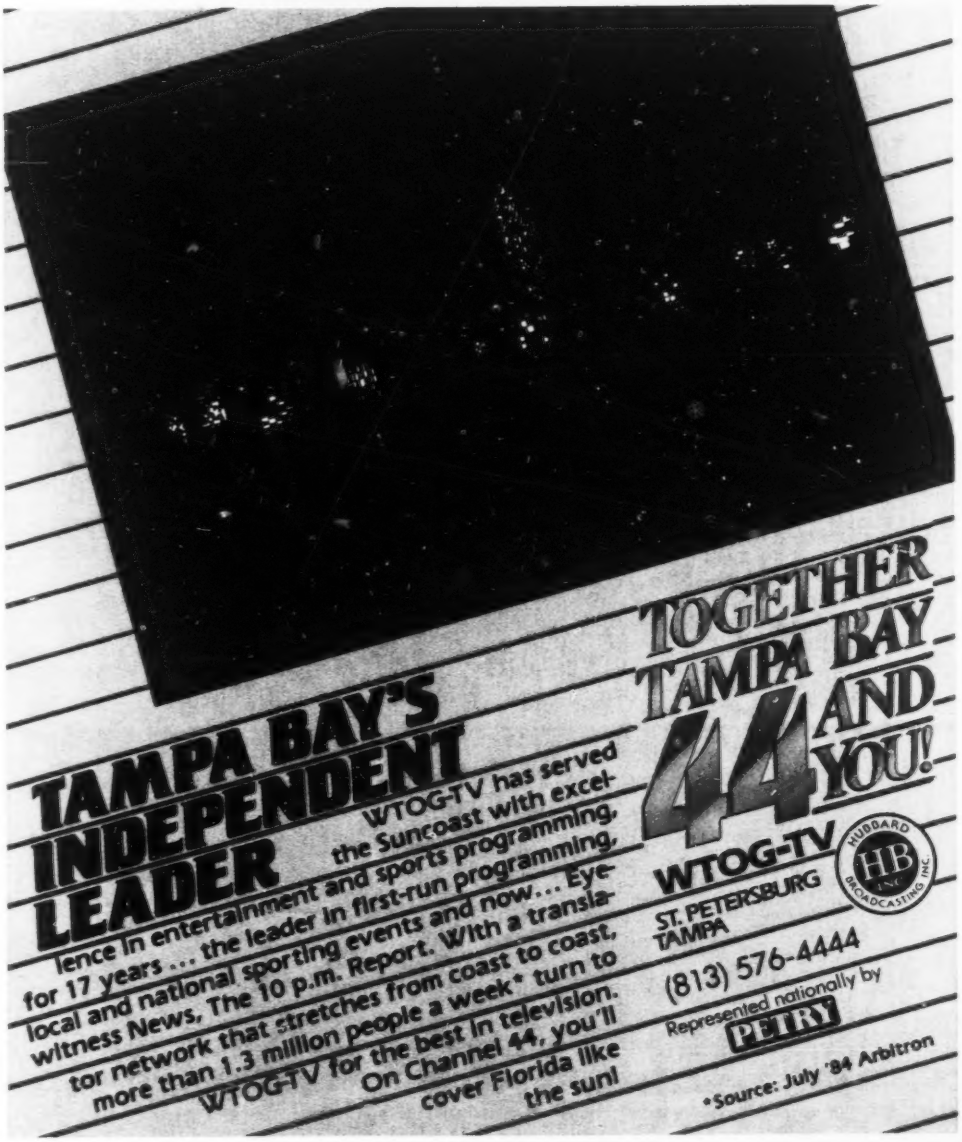
The Fifth Estate

Broadcasting ϟ Oct 29


TAMPA BAY'S INDEPENDENT LEADER
WTOG-TV has served the Suncoast with excellence in entertainment and sports programming, for 17 years ... the leader in first-run programming, local and national sporting events and now... Eyewitness News, The 10 p.m. Report. With a translator network that stretches from coast to coast, more than 1.3 million people a week* turn to WTOG-TV for the best in television. On Channel 44, you'll cover Florida like the sun!
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WTOG-TV
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TAMPA
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HUBBARD BROADCASTING INC.
HB

54th Year 1984
Campaign '84:
The final hours

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Vol. 107 No. 18

Broadcasting Oct 29

TV figures heavily in final week of Campaign '84
Pool coverage rules called into question
ATC's Collins tapped for HBO presidency

HOME STRETCH □ Presidential candidates' final hurrah for Campaign '84 includes flurry of television advertising buys to reinforce their messages. **PAGE 27.**

POOL PROBLEMS □ Although WPIX loses decision to become part of pool coverage, judge questions some of the coverage rules. **PAGE 29.**

NEW JOB □ HBO taps ATC's Joe Collins to head largest pay cable network. **PAGE 30.**

DECEMBER COMEBACK □ Radio reps and executives at networks report strong December numbers will produce healthy fourth-quarter gain. **PAGE 31.**

ON HOLD □ MDS operators angered by deletion of MMDS lottery item from FCC agenda. **PAGE 32.**

ON THE HILL □ Arlen Specter holds congressional hearing on effects on children of televised sex and violence. **PAGE 33.**

ON TAP □ FCC's McKinney sees commission action on must-carry for TV stereo and other services in near future. **PAGE 38.**

DEJA VU □ President vetoes CPB spending bill authorizing funds for fiscal years 1987 through '89. **PAGE 38.**

LOGGING IN □ FCC receives comments on eligibility requirements for ITFS licenses. **PAGE 42.**

COUNTERATTACK □ Western region conference of 4A's hears advice on how to counter negative attacks on advertising. **PAGE 44.**

CRYSTAL BALL □ Advertising agency reps give FTC preview of what the world of advertising will be like in the year 2000, and which media will and won't be a part of it. **PAGE 46.**

SMPTE ADVANCE □ Production and standards issues highlight agenda for SMPTE engineers gathering in New York this week. **PAGE 54.**

ON PAPER □ Metromedia and Tri-Star Pictures make debt offering filings at SEC. **PAGE 55.**

NEWS CRITIQUE □ Professors take on news media representatives at RTNDA-sponsored seminar in New York over campaign coverage. **PAGE 59.** Salant warns that despite Sidle Report, press may have problems reporting military operations. **PAGE 59.** Magid study on news trends stirs up some controversy. **PAGE 60.**

ON THE OFFENSIVE □ Broadcasters move to counter mounting pressure to ban beer and wine commercials on television with public service campaigns on alcohol and drug abuse. **PAGE 68.** NAB's Fritts says stopping legislation that would ban alcohol ads is association's number-one priority. **PAGE 68.**

NAB LINEUP □ NAB's committee assigments are announced. **PAGE 69.**

SAFE BET □ Henry Siegel, chairman of LBS Communications, has brought a winning touch to the high stakes world of television programing. **PAGE 95.**

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dent, KESS-FM Fort Worth; Carl Wagner, executive vice president, radio, Taft Broadcasting, Cincinnati; Fred E. Walker, president, Broad Street Communications Corp., New Haven, Conn.; James Wesley, president, DKM Broadcasting Corp., Atlanta, and Christine Woodward, general manager, WENS(FM) Indianapolis.

■ **Minority Executive Council**—Chairman, Glenn R. Mahone, president, Sheridan Broadcasting Network, Pittsburgh; Constance Balthrop, WPNT-FM, Pittsburgh; Dorothy Brunson, WEBB-(AM), Baltimore; Ragan A. Henry, Broadcasting Enterprises National Inc., Philadelphia; Eugene D. Jackson, National Black Network, New York, and Dick Rakovan.

■ **Program Transmission Charges & Services Task Force**—Chairman, Robert Wells, Harris Enterprises, Garden City, Kan.; Ward L. Huey Jr., Belo Broadcasting Corp., Dallas; Evans Nord, KELO(AM) Sioux Falls, S.D.; Clark Pollock, Nationwide Communications Inc., Columbus, Ohio; Leslie H. Small, Mid-America Media, Kankakee, Ill.; George W. Williams, WCED(AM) DuBois, Pa., and Warren C. Zwicky, Storer Communications Inc., Washington.

■ **Radio Allocations Task Force**—Chairman, Ernest D. Fears, WRQX(FM) Washington; Betty Baudler, KASI(AM)-KCCQ(FM) Ames, Iowa; Susan Carson, KFMR(FM) Stockton, Calif.; Ralph Green, CBS Radio Network, New York; Terry Hailey, WENK(AM)-WWLF(FM) Union City, Tenn.; Hyde, Michael Lareau, WOOD-AM-FM Grand Rapids, Mich.; J. Kent Nichols, Surrey Broadcasting Co., Denver; Thomas W. Read, Read Broadcasting Network, Spokane, Wash.; Douglas Stephens, KDEN(AM) Englewood, Colo.; J.D. Williamson II, WKBN(AM) Youngstown, Ohio.

■ **Regulatory Review**—Chairman, Clark W. Davis, Great Trails Broadcasting Corp., Dayton, Ohio; Jack B. Clements, Mutual Broadcasting System, Arlington, Va.; Janice English, Katz Broadcasting Co., Bridgeport, Conn.; Martin G. Greenberg, Duffy Broadcasting, Dallas; Wade Hargrove, North Carolina Association of Broadcasters, Raleigh, N.C.; Lyman; W.C. McReynol , Meredith Broadcasting Co., Des Moines, Iowa; Roy H. Park, Park Broadcasting, Inc., Ithaca, N.Y.; Nathan Safir, KCOR(AM) San Antonio, Tex.; Joseph P. Tabback, KAZM(AM) Sedona, Ariz., and Ronald Townsend, WDVM-TV Washington.

■ **Research**—Chairman, Kizer; Michael J. Conly, WFMY-TV Greensboro, N.C.; James T. Lynagh, Multimedia Broadcasting Co., Cincinnati; Thomas McClendon, Cox Communications Inc., Atlanta; Marvin Mord, American Broadcasting Companies, New York; David F. Poltrack, CBS/Broadcast Group, New York; William Rubens, National Broadcasting Co., New York, and Charles Sherman, WRAU-TV Creve Coeur, Ill.

■ **Small Market Radio**—Chairman, Lee R. Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; Cal Arnold KOTN(AM) Pine Bluff, Ark.; Robert Christensen II, KHBT(FM) Humboldt, Iowa; Helen Sloane Dudman WWMJ(AM)-WDEA(FM) Ellsworth, Me.; Janet C. Evans, WBTH(AM) Williamson, W.Va.; James A. Hammond, WCEI(AM) Easton, Md.; Dave Lingafelt WNNC(AM) Newton, N.C.; Linda Madson, KLTZ(AM), Glasgow, Mont.; Roy Mapel, KIML(AM) Gillette, Wyo.; Thomas P. Moore WBCO-AM-FM Bucyrus, Ohio; Linda L. Parrish, KMUS(AM) Muskogee, Okla.; Dean Sorenson, KCCR(AM)-KNEY(FM), Sorenson Broadcasting Corp., Sioux Falls, S.D., and Robert C. Templeton, KAYS(AM) Hays, Kan.

■ **Television Information**—Chairman to be

Week 4: It's CBS, NBC, ABC

During the first normal week of the 1984-85 prime time season, a week without baseball playoffs, World Series games or other specials (although interrupted by the presidential candidate debates on Sunday night), CBS won the week ending Oct. 21 (week number four) with an average 16.4 rating and 27 share. NBC came in second with a 15.8/26, and ABC pulled up last with a 15.3/25.

CBS had five of the top 10 shows, compared to NBC which had four and ABC which had one—***Dynasty***, the top rated show of the week with an average 26.1/40, its largest rating, according to ABC, since last season's premiere.

CBS won Monday, Thursday, Friday and Sunday; NBC won Tuesday; ABC had victories on Wednesday and Saturday. The highest nightly average for any network during the week was ABC's Wednesday 22.6 rating achieved by its regular lineup of ***Fall Guy***, ***Dynasty*** and ***Hotel***.

The combined network rating/share was 47.5/78 compared to a 49.5/78 for the same period last year.

NBC's ***Bill Cosby Show*** found itself again in the top 10 with an average 21.3/34, beating for the fourth consecutive week the half-hour portion of ***Magnum, P.I.*** on CBS opposite it.

Highlights of the week, night by night:

■ CBS won Monday based on the leading performance of its regular schedule, although it took the 8-9 period with ***Scarecrow & Mrs. King*** by one-tenth of a rating point over NBC's ***TV Bloopers and Practical Jokes***. ABC's ***Monday Night Football*** averaged a 16.5/28 and reached its highest rating since Sept. 10.

■ NBC rode to a seven-rating-point victory over its nearest competitor Tuesday night powered by its regular lineup of ***A-Team***, ***Riptide*** and ***Remington Steele***.

■ ABC was the easy winner Wednesday night with its regular line-up of ***Fall Guy***, ***Dynasty*** and ***Hotel*** never falling under a 31 share. NBC came in second, averaging a 23 share for the night, while CBS's ***Charles in Charge*** and ***Dreams*** were among the lowest ranking programs.

■ CBS took its second nightly win of the week on Thursday as it won every half-hour after 9 p.m. with ***Simon & Simon*** and ***Knots Landing***.

■ CBS took another nightly win on Friday with a strong showing in the post-9 p.m. periods by ***Dallas*** and ***Falcon Crest***. ***Dallas*** was the second-highest rated show of the week, averaging a 24.6/40. CBS's ***Dukes of Hazzard***, however, scored a 12.6/22 at 8-9 and was outrated by ABC's comedy block opposite it and a repeat of the mini-series ***V: The Final Battle*** on NBC.

■ ABC won Saturday night on the strength of ***Love Boat***, while the shows that preceded it and followed it lost out to programing on the other two networks.

■ CBS took Sunday night, although the debates took a big chunk of the evening and national ratings were not available at press time for that period. Still, CBS won the evening powered by the 35 share it had going into the debates provided by ***60 Minutes***.

Rank	Show	Network	Rating/Share
1.	Dynasty	ABC	26.1/40
2.	Dallas	CBS	24.6/40
3.	A Team	NBC	24.3/38
4.	Hotel	ABC	22.5/38
5.	Cagney & Lacey	CBS	21.6/34
6.	60 Minutes	CBS	21.4/35
7.	Bill Cosby Show	NBC	21.3/34
8.	Simon & Simon	CBS	21.2/32
9.	Newhart	CBS	21.0/31
10.	Riptide	NBC	20.8/33
11.	Magnum, PI.	CBS	20.3/32
12.	Kate & Allie	CBS	20.0/29
13.	Knot's Landing	CBS	19.7/33
14.	Falcon Crest	CBS	19.4/33
15.	Family Ties	NBC	19.3/29
16.	Fall Guy	ABC	19.2/31
17.	Cheers	NBC	18.6/28
18.	His Mistress	NBC	18.3/31
19.	Remington Steele	NBC	17.6/30
20.	Jeffersons	CBS	17.3/26
21.	Scarecrow & Mrs. King	CBS	17.0/26
22.	TV Bloopers and Prac. Jokes	NBC	16.9/26
23.	Hill Street Blues	NBC	16.7/28
24.	V: The Final Battle, part 2	NBC	16.7/26
25.	Green Bay vs. Denver	ABC	16.5/28
26.	Love Boat	ABC	16.2/28
27.	Night Court	NBC	16.2/25
28.	Highway to Heaven	NBC	16.1/26
29.	Webster	ABC	16.0/27
30.	Trapper John, M.D.	CBS	16.0/26
31.	Cover Up	CBS	15.8/29
32.	New Orleans vs. Dallas	ABC	15.3/31
33.	Facts of Life	NBC	15.0/23
34.	Benson	ABC	14.7/26
35.	NFL (Sunday,7-7:30)	NBC	14.3/26
36.	Gimme a Break	NBC	14.1/25
37.	Finder of Lost Loves	ABC	14.1/25
38.	Sentimental Journey	CBS	14.0/23
39.	Three's a Crowd	ABC	14.0/22
40.	20/20	ABC	13.8/23
41.	Paper Dolls	ABC	13.6/21
42.	World's Greatest Mysteries	ABC	13.6/21
43.	Miami Vice	NBC	13.5/23
44.	V: The Final Battle, part 3	NBC	13.4/23
45.	Foulups, Bleeps & Blunders	ABC	13.4/22
46.	Diff'rent Strokes	NBC	13.3/24
47.	Mike Hammer	CBS	13.3/23
48.	It's Your Move	NBC	13.3/21
49.	Grease	ABC	12.9/20
50.	T.J. Hooker	ABC	12.8/23
51.	St. Elsewhere	NBC	12.7/21
52.	Dukes of Hazzard	CBS	12.6/22
53.	Jessie	ABC	12.2/21
54.	Nairobi Affair	CBS	12.2/20
55.	Matt Houston	ABC	11.9/20
56.	Charles in Charge	CBS	11.8/19
57.	Partners in Crime	NBC	11.6/20
58.	Airwolf	CBS	11.3/20
59.	Hawaiin Heat	ABC	11.1/18
60.	Punky Brewster	NBC	9.9/16
61.	Ripley's Believe It or Not	ABC	9.4/16
62.	Dreams	CBS	9.4/15
63.	AfterMASH	CBS	9.3/15
64.	E/R	CBS	8.9/14
65.	Hot Pursuit	NBC	8.8/16

*Indicates premiere episode

State to Weir Radio Corp. for $750,000, comprising $200,000 cash and remainder note. Buyer is owned by Edward T. Giller. It owns WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va. It also is app. for new FM in Shinnston, W.Va. Buyer is owned by Donaid Devoriss (95%) and John Rambo (5%). Devoriss formerly owned and Rambo is general manager of WEIR(AM). Filed Oct. 15.

■ WNNO-AM-FM Wisconsin Dells, Wis. (AM: 900 khz; 1 kw-D; FM: 107.1 mhz; 2.6 kw; HAAT: 320 ft.)—Seeks assignment of license from Voss Radio Inc. to Armada Broadcasting Co. for $375,000 cash, including $50,000 noncompete agreement. Seller is owned by Gary Voss who has no other broadcast interests. Buyer is principally owned by Jerome A. Gerke and L. Robert Van Genderen. Van Genderen is Mitchell, S.D.-based broadcast consultant. Gerke is general manager of KLSC(AM) Watertown, S.D. It has no other broadcast interests. Filed Oct. 19.

New Stations

AM's

■ Laneville, Tenn.—Joan Maddox seeks 800 khz; 500 w. Address: 1000 Kilgore Dr., Henderson, Tex. 75652. Principal has no other broadcast interests. Filed Oct. 22.

■ Spencer, Tenn.—Tollye Wayne Tittsworth seeks 760 khz; 1 kw-D. Address: 107 Clearview Dr., McMinnville, Tenn. 37110. Principal has no other broadcast interests. Filed Oct. 17.

■ Tomball, Tex.—Emily L. Duncan seeks 700 khz; 1 kw-D; 250 w-N. Address: 425 Holderrieth, Suite 214, Tomball 77375. Principal has no other broadcast interests. Filed Oct. 18.

■ Plover, Wis.—Quantum Broadcasting seeks 750 khz; 500 w-D. Address: 2031 Green Tree Rd., Junction City, Wis. 54443. Principal is owned by Marylyn Kotas (60%) and her husband, Ronald (40%). It has no other broadcast interests. Filed Oct. 18.

FM's

■ *Athens, Ga.—Georgia Public Telecommunications Commission seeks 89.5 mhz; 7.56 kw; HAAT: 430 ft. Address: 1540 Stewart Ave. NW, Atlanta 30310. Principal is state agency headed by Frank C. Jones, chairman. It operates eight TV's and has CP's for three new FM's. Filed Oct. 18.

■ *Belpre, Ohio—Lower Ohio Valley Educational Corp. seeks 89.1 mhz; 25 kw; HAAT: 199 ft. Address: P.O. Box 473, 45714. Principal is nonprofit corporation headed by Anthony L. Atkinson. It has no other broadcast interests. Filed Oct. 22.

■ *Bend, Ore.—Oregon Commission on Public Broadcasting seeks 91.3 mhz; 25 kw; HAAT: 603 ft. Address: 2828 S.W. Front Ave., Portland, Ore. 97201. Principal is state agency headed by Kathryn Boe, chairman. It operates one AM, one FM and four TV's. One member of board, Ted Smith, owns KUMA-AM-FM Pendleton and KJDY(AM) John Day, both Oregon. Filed Oct. 19.

■ Medford, Ore.— Timothy P. Woodward seeks 103.5 mhz; 100 kw; HAAT: 600 m. Address: 786 Glendover Ct., Lexington, Ky. 40502. Principal is app. for four new FM's. His father, Dr. Sewell Woodward, has interest in app. for two new TV's. Filed Oct. 15.

■ Bluffton, S.C.—Dohara Associates Inc. seeks 107.1 mhz; 3 kw; HAAT: 310 ft. Address: 142A Viola Rd., Hilton Head Island, S.C. 29925. Principal is owned by Dorothy H. Aranda, who is advertising coordinator for WHHQ(AM)-WHHR(FM) Hilton Head Island, S.C. Filed Oct. 15.

■ Bluffton, S.C.—Dora E. Overstreet seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: Rte. 2, Box 445, Baxley, Ga. 31513. Principal has no other broadcast interests. Filed Oct. 18.

■ Bluffton, S.C.—Sharon R. Fulmer seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 307 Myers Rd., Liverpool, N.Y. 13088. Principal has no other broadcast interests. Filed Oct. 18.

■ *Amarillo, Tex.— Southwest Educational Media Foundation seeks 89.1 mhz; 3 kw; HAAT: 300 ft. Address: 199 West Prien Lake Rd., Lake Charles, La. 70605. Principal is nonprofit corporation headed by T. Kent Atkins. It also is app. for new nine new FM's. Atkins, individually, is app. for three new FM's. Filed Oct. 18.

■ Victoria, Tex.—Sand Dollar Communications Inc. seeks 100.9 mhz; 3 kw; HAAT: 311 ft. Address: 407 Cosgrove, San Antonio, Tex. 78210. Principal is owned by Larry S. Tschirhart (31%); his wife, Shanna (20%); Rodolfo Ramirez (20%), and Carl Upchurch (29%). Tschirhart is chief engineer at KEDA(AM) San Antonio, Tex. He was former owner of KNCI(AM) Boerne, Tex. Ramirez is announcer at KXZL(FM) San Antonio. Others have no other broadcast interests. Filed Oct. 16.

■ Victoria, Tex.—Yolanda G. Dorsett seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 354, Alice, Tex. 78333. Principal's brother, Hector P. Gonzalez, owns KXTO(FM) Odem, Tex. Filed Oct. 18.

■ Victoria, Tex.—TRG Broadcasting Systems Inc. seeks 100.9 mhz; 3 kw; HAAT: 328 ft. Address: Box 422, Centerville, Tex. 75833. Principal is owned by Robert Gilchrist. It also is app. for new TV's in Jacksonville and Lubbock, and new FM in Galveston, all Texas. Filed Oct. 16.

■ *Victoria, Tex.—Acerbio Technological University College seeks 91.7 mhz; .250 kw; HAAT: minus 166 ft. Address: P.O. Box 1806, Acerbio, P.R. 00613. Principal is state owned educational institution, headed by Marcos A. Morell, Dean. It has no other broadcast interests. Filed Oct. 18.

■ Victoria, Tex.—Victoria Radio Broadcasting Limited Partnership seeks 100.9 mhz; 3 kw; HAAT: 300 ft. Address: 1240 Villa Maria Rd., Bryan, Tex. 77801. Principal is owned by Karen Vance (20%) and her mother, Carolyn (80%). Carolyn Vance owns KTAM(AM)-KORA(FM) Bryan, Tex. Filed Oct. 18.

■ *Weatherford, Tex.—Weatherford Educational Broadcasting Foundation seeks 89.5 mhz; .368 kw; HAAT: 205 ft. Address: Rte. 3, Box 90-C, 76086. Principal is nonprofit corporation headed by Terry Simpson. It has no other broadcast interests. Filed Oct. 22.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	536	26	562
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Tendered

■ WCSL (1590 khz) Cherryville, N.C.—Seeks CP to increase power to 1 kw; change TL, and make changes in ant. sys. App. Oct. 17.

■ WPJM (1540 khz) Adamsville, Tenn.—Seeks CP to change freq. to 960 khz; change power to 500 w, and change to non-DA. App. Oct. 15.

Accepted

■ WBAM (740 khz) Montgomery, Ala.—Seeks CP to change TL and change DA pattern. App. Oct. 22.

■ KURM (790 khz) Rogers, Ark.—Seeks mod. of lic. to operate by remote control. App. Oct. 17.

■ WPOK (1080 khz) Pontiac, Ill.—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 15.

■ WNSH (1570 khz) Beverly, Mass.—Seeks mod. of lic. to change SL to Pickering Wharf, Salem, Mass. App. Oct. 15.

■ WXYZ (1270 khz) Detroit—Seeks mod. of lic. to change SL to 15600 West Twelve Mile Rd., Southfield, Mich. App. Oct. 16.

■ WHTC (1450 khz) Holland, Mich.—Seeks CP to make changes in ant. sys. App. Oct. 17.

■ WSTA (1340 khz) Charlotte Amalie, V.I.—Seeks CP to increase power to 1 kw. App. Oct. 16.

■ KOZI (1230 khz) Chelan, Wash.—Seeks CP to change TL. App. Oct. 17.

■ KGNW (1150 khz) Seattle—Seeks mod. of lic. to change SL to 12011 N.E. First St., Bellevue, Wash. App. Oct. 16.

■ WEMP (1250 khz) Milwaukee—Seeks mod. of lic. to operate transmitter by remote control. App. Oct. 16.

Canceled

■ WPRY (1400 khz) Perry, Fla.—CP to increase height of ant. Canceled Oct. 16.

■ WWNS (1240 khz) Statesboro, Ga.—CP to make changes in ant. sys. Canceled Oct. 16.

■ WCIL (1020 khz) Carbondale, Ill.—CP to make changes in ant. sys. Canceled Oct. 16.

■ WELY (1450 khz) Ely, Minn.—CP to make changes in ant. sys.; change TL, and install new ground sys. Canceled Oct. 19.

■ WCKL (560 khz) Catskill, N.Y.—CP to make changes in ant. sys. Canceled Oct. 17.

FM's

Accepted

■ WKMX (106.7 mhz) Enterprise, Alaska—Seeks CP to

On October 9, 1984
LCC, INC.
Finalized their acquisition of
KLBB-AM, MINNEAPOLIS, MINNESOTA
FROM MALRITE COMMUNICATIONS GROUP, INC.
We were pleased to have acted as exclusive brokers in this transaction
H.B. LA RUE, MEDIA BROKER
500 East 77th St. #1909, New York, N.Y. 10021 (212) 288-0737
44 Montgomery St. #500. San Francisco, CA 94104 (415) 434-1750
6600 Powers Ferry Rd. #205, Atlanta, GA 30339 (404) 956-0673.